

West Virginia Library Commission

Reading is a basic tool in
the living of a good life

MORTIMER ADLER

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Better Libraries
For the Better Life

STILL ELUSIVE... \$3 PER CAPITA

Despite a statewide campaign involving hundreds of dedicated library workers, trustees and Friends, the Legislature refused to honor Governor Rockefeller's second-year request for the much needed \$3.00 per capita in state aid.

Although libraries fared better than many agencies, receiving \$2.52 per capita, a 10 per cent increase over last year, this may prove not enough to offset the threatened loss of Federal funds and the squeeze on monies at the local level.



Gov. Rockefeller & friends at the Library Appreciation Day Dinner

A floor vote in the House on a motion to amend the budget to raise the library per capita to \$3.00 failed 30 - 67.

The same amendment failed on a voice vote in the Senate.

For information on how your delegate voted, contact either the House Clerk's office (ask for Roll Call 117) or contact Shirley Smith at the Library Commission.

Following WVLA President Ellen Wilkerson's "Doing More With Less" theme for this year, libraries at every level will be looking hard for ways to cut corners rather than services.

To get started, librarians might want to study the following excellent idea sources:

CUTTING LIBRARY COSTS by Eleanor Frances Brown. Scarecrow Press, Metuchen, NJ, 1979. A practical handbook for increasing productivity and raising revenues.

WINNING THE MONEY GAME; a guide to community-based library fund-raising, is also full of useful ideas. NY, Baker & Taylor, 1979.

JOIN THE "UNION" PUBLIC LIBRARY UNION PERIODICAL LIST

The West Virginia Library Commission Reference Library, in an effort to provide more complete access to library materials in the State, is initiating a union periodical list for public libraries. As most of you are aware, the union list of periodicals compiled at West Virginia University includes the holdings of only one public library (Kanawha County). The cost of this list precludes it from being obtained by many public libraries.

The list envisioned by the Reference Library will include the holdings of the Commission and all regional, service center, and designate public libraries. It will use the same location codes as the Catfiche and be issued free of charge to at least the contributing libraries. By compiling a public library union list, the Reference Library hopes to provide an alternative tool for locating needed periodical references and, in the process, distribute the interlibrary loan burden more equitably. A recent review of the interlibrary loan

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CONTENTS

- 1 UNION LIST
- 2 REFERENCE SETS THE PACE
NEW LIBRARY
TELEVISION LIBRARY CLUB
"HEARS TO YOU"
- 3 NEW LIBRARY
LIBRARY SKILLS INSTITUTE
STAFF CHANGES
- 4 IN MEMORIAM
RECYCLED BOOKS
CLEAN-UP CAMPAIGN
FILM SERVICES
TRICKLE TIME

Director Frederic Glazer Editor Shirley Smith

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system in the State revealed that, although the individual patron is being served quite well, this service is resulting in the overuse of a few larger collections.

Since the trend of charging for interlibrary loan material is spreading through the academic libraries, with WVU and Fairmont recently assessing a service charge on book loans, as well as continuing to charge for photoduplicated materials, the public libraries need to increase cooperative use of their own collections. Charging for library services is counter to the philosophy of "free" public libraries, a philosophy the Commission endorses completely.

As a first step in the compilation of a public library union list, information from each regional, designate and service center library has been requested.

REFERENCE

DEPARTMENT NOTES

In October 1981, the WVLC Reference Staff set a new record for computer searches. A total of 364 searches were done that month. This was almost 100 more than the previous high. Subsequent months have seen the search load return to more normal proportions. The staff and the equipment, not to mention the budget, survived this one-month aberration. If the aberration becomes a trend, however, restrictions may have to be placed on search requests.

In December, the Reference Library received an unusual gift -- and it wasn't a fruitcake. The National Databank of St. Petersburg, Florida, sent a collection called the Corporate Microfile, which is an organized system of microfiche containing complete copies of financial reports published by more than 5,500 public corporations. The gift includes reports from 1978 forward. It also includes a subscription to the service through 1983. This file will be invaluable to all those involved in corporate research.

ALUM CREEK LIBRARY TO BECOME A REALITY

Residents of Alum Creek are about to have a dream come true. Dr. J. Loren Smith has donated a 40 foot by 40 foot room in his offices to house a library. The Alum Creek Lions Club, which first started raising money for the proposed library in 1976, will purchase materials and renovate the room. The Lions Club expects to put about \$3,500 into the project. An additional \$1,000 will be provided by the Board of Education this fiscal year.

Hamlin librarian Hettie Roush says there is money available in the budget for books. In addition, the Library Commission will contribute about 3,000 books.

Donna Pauley has been designated as librarian for the new facility which is expected to open before the end of the school year.

TELEVISION LIBRARY CLUB

This year the three public TV stations in the state are sponsoring a Summer Reading Club entitled The Television Library Club. WPMY, serving the Huntington-Charleston area; WSWP, serving the Beckley area; and WWVU, serving the Morgantown area, will be presenting this eight-week program for children starting July 5, 1982. WPMY sponsored this club last year and found it to be very successful.

Mr. Bill Russell of WPMY asked us to inform all librarians about this upcoming program. For more information contact your closest Public Broadcasting Station or the Direct Services Office. These three stations should reach all areas of the state with their programs and are inviting library participation.

"HEARS TO YOU"

Blind and Print Handicapped West Virginians, using special radios, have had their own special Monday through Friday radio program to enjoy since March 1.

Using \$30,000 from the US Department of Commerce and \$20,000 donated by the West

Virginia Federation of Women's Clubs, the Library Commission and the Educational Broadcasting Authority have cooperated in initiating this program to bring up-to-the-minute information to about 700 blind and print handicapped people in southern W.V. *Cont.*



(seated) Dolly Rapping & Duane Brown (standing) Joe Ferrell

available either because the company is no longer in business or the film is no longer available, e.g., one of our most popular sports movies, FOOTBALL FOLLIES, is no longer distributed by TIME LIFE but is available for rental only from NFL Films. even more damaging has been the results of old projectors on brand new films. With increasing frequency, brand new films are sent out and returned damaged either because of totally improper projection or worn projectors which have not been reconditioned since 1976 - over 5 year ago! To preserve our million dollar collection, we must ask you to properly maintain your projectors and monitor projecting so that films worth thousands of dollars are not needlessly damaged or destroyed.

We will be entering a new age of film maintenance soon - and this will help keep our films in better condition. Two new products have recently entered the field - estar-based film which is much stronger than the current acetate-based film and photogarding. Estar film is clear and has a golden glow to it as compared to the acetate. Most films which are on this base will be marked as such. This base is highly tear resistant, less likely to get brittle, shrinks less with age, and is less affected by humidity and temperature. Photogarding is a new coating invented by 3-M and sold by RTI which coats the outside of film, making it literally impossible to scratch. Films which are both estar-based and photogarded will last in the original condition almost indefinitely. They may last for several thousand shows rather than a few hundred - at best for the regular acetate base films. (Some new titles which will be THE NEW SUPER MOVIE of the future are: The American Short Story films, the new films from Little Red Filmhouse, and new films from Direct Cinema such as URGE TO BUILD and MR. PRIBBLE GETS RID OF HIS WIFE.

We will be ordering most new films on estar-base and many with photogard. This summer we will have our first feature film on estar and photogarded. All of this means that our films will be in much better

condition after a few showings. Sprocket damage will be almost non-existent. NOTE: Estar base is as strong as steel. Therefore, if your projector is out of alignment, the estar-base may do some damage. Therefore it is imperative that you have your projector checked, especially if you have not done so since 1976 when you first received your machine.

As many of you know, beginning January 1, 1982 we ended our practice of finding substitutions. The new form lists the usual three choices but does not provide for a substitution. Over the years we have been moving away from programming for all 160 public libraries and all state institutions and agencies. As recently as 1978 librarians would send in lists of films which they wanted the booker to schedule for them - sometimes up to 50 feature films for a program running six months!!! This practice was discontinued after the film utilization really took off and libraries began running more expanded programs. The next step was made to require that the librarian or patron at least attempt to choose three film titles. Still, the same popular films were requested time after time. A "most available" list was formulated and sent out every three months in the hope that film users would increase their success rate by requesting films which were not so popular. Now we are entering the next stage - film users will no longer be provided with an alternative title. We have had just too many mistakes - people have received films which were totally wrong for the occasion, too long or too short, too simple or too complex. The bookers sometimes have to check up to twenty titles just to find one booking. We will now make the film user completely responsible for choosing the film which he or she wants; we will no longer attempt to juggle all the variables which go into proper film selection. Given our 24 hour turnaroun and quarterly "Most Available List", we feel that librarians, teachers, and community groups can spend more time selecting the film which they need.

Librarians must take an active approach toward film selection! Many librarians are almost totally addicted to booking feature films, or Walt Disney films, or Dr. Seuss films. And when they have shown these films, they are too cautious to risk showing something else. If librarians read the Newsletter carefully, keep up with film reviews available in the many library periodicals such as LIBRARY JOURNAL and CHOICE, use the WATS line system, they will be able to choose their own films and help patrons be much more successful. They should use parts of the Newsletter as advertisements, either for their programs or for new films available. They may want to create their own subject lists for topics which are of special interests to local users. They may want to preview films just for their own knowledge. Film advisorship is inherently more difficult than book advisorship since the material is not housed in the library and is available only in a serial form, i.e., on a single strip rather than on different pages which can be perused.

We want to congratulate librarians for their outstanding effort in providing film service to their local citizens. we also want to encourage you to play an active role and bring energy and excitement to the most exciting medium yet created. Someone once said that movie stars are the royalty of America; they are constantly in the headlines and gossip columns. Let's all show our patrons that we honor and cherish our kings and queens, our stars of the movie palaces.

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